CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

October 1961

CPFJ-122

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

January 1962

Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America

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OCTOBER 1961

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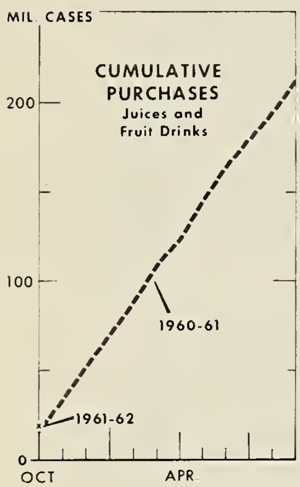
The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY



Household consumers purchased about 18.1 million cases of frozen concentrated juices (equivalent single-strength basis), chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks in October, the first month of the 1961-62 reporting season. This was a slight increase over October 1960, reflecting a large relative gain in use of chilled orange juice and a moderate increase in canned fruit drinks. Purchases of frozen concentrated juices and canned single-strength juices held about the same as a year earlier. Consumption of canned grapefruit sections was up 12 percent to a 5-year peak. 1/

By individual products, retail movement of frozen orange concentrate was up 3 percent from October 1960, and chilled orange juice was up 19 percent to about equal the previous high. On the other hand, consumption of canned orange juice dropped substantially, and total purchases of the 3 orange juices at 8.2 million cases and the share of market at 45.2 percent were about the same as a year earlier.

Use of canned grapefruit juice increased sharply to the highest October level since 1957. Moderate gains were reported for pineapple juice and miscellaneous canned juices, but movement of prune and tomato juices was slightly slower. Purchases of miscellaneous frozen concentrates were down substantially to the lowest level in recent years.

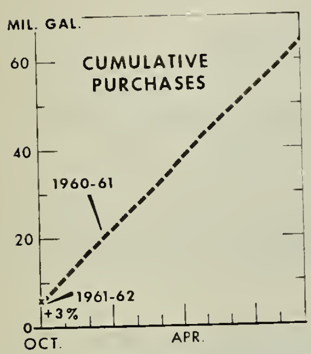
Household consumption of canned orange drink and of miscellaneous canned fruit drinks was somewhat lower than

1/ Data in this report are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. The 1954-58 averages shown in preceding reports have been replaced by 1955-59 averages.

a year earlier. In contrast, use of pineapple-grapefruit drink was up 14 percent to a new October high.

FROZEN CONCENTRATED AND CHILLED JUICES

FROZEN ORANGE CONCENTRATE RISES TO A 4-YEAR HIGH



Household purchases of frozen concentrated orange juice in October 1961 were 3 percent -- 170,000 gallons -- greater than in the same month of 1960. The 5.8 million gallons bought was the largest volume reported for any month since October 1957.

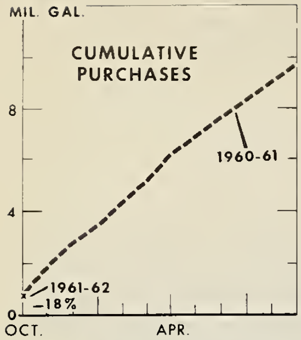
The downtrend in retail prices beginning in April continued through October, but at 19.9 cents per 6-ounce can, prices were 1.1 cents higher than a year earlier. With purchases and prices both up, consumer expenditures for frozen orange concentrate were 9 percent greater than in October 1960, and exceeded those in mid-1957 when purchases were at peak levels and prices were around 14 cents per can.

The gain in volume purchased over October 1960 reflected an increase in the proportion of families buying to about 30 percent. The average size of purchase held at 7.7 cans per buying family.

Frozen orange concentrate accounted for 38 percent of total purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks bought for home consumption in October. This was an increase of 0.7 percentage point in share of market over a year earlier. In the 2 years that comparable data are available, this market share was exceeded appreciably only in December 1959, when, during a special advertising campaign, the product accounted for 39.4 percent of total purchases. (See pages 12, 13, 14, 26.)

MISCELLANEOUS FROZEN CONCENTRATES OFF SHARPLY

In contrast to the gain made by frozen orange concentrate, purchases of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, or blends, were off 18 percent or 160,000 gallons. As a result, the market share shrank 1 percentage point to 4.5 percent. Both the volume of purchases and the share of market were the smallest reported in the 2 years that comparable data are available.



MISCELLANEOUS FROZEN CONCENTRATES - Cont'd

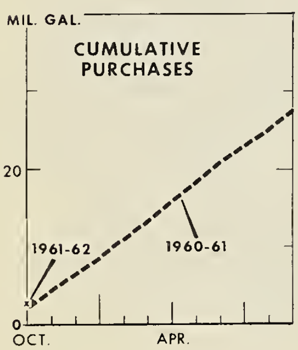
On the average, a 6-ounce can of miscellaneous frozen concentrates cost consumers 19 cents. A year earlier, the average price was 18.7 cents. Prices paid for these products have held below those of frozen orange concentrate since October 1960. (See page 12.)

TOTAL MOVEMENT OF FROZEN CONCENTRATES REMAINS AT YEAR-EARLIER LEVEL

The gain in purchases of frozen orange concentrate was offset by the decline in miscellaneous frozen concentrates. Thus, total purchases of frozen concentrates held about the same as in October, a year earlier. Nevertheless, the share of market was down a half point to 42.5 percent.

The loss in market share reflected heavier purchases of chilled orange juice and canned fruit drinks.

CHILLED ORANGE JUICE CONTINUES TO MAKE HEAVY GAINS



Retail purchases of chilled orange juice were 410,000 gallons or 19 percent greater than in October 1960. Movement was about equal to the record level of May 1961. The share of market rose about a half point over a year earlier to 4.1 percent.

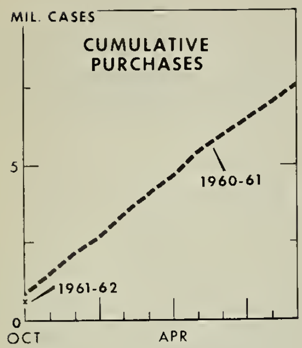
About 5 percent of families bought the juice in October, the largest proportion yet reported for the month. The average size of purchase at 3.7 quarts per buying family was the largest since 1958.

Retail prices of chilled orange juice averaged 39.9 cents per quart in October, the lowest since March. October 1960 prices averaged 38.2 cents. (See page 15.)

CANNED SINGLE-STRENGTH JUICES

CANNED ORANGE JUICE OFF A THIRD

The proportion of families buying canned orange juice dropped to about 5 percent in October, and the average size of purchase fell to 1.9 cans per buying family. As a consequence, retail movement was off 31 percent or 250,000 cases from a year earlier. Both the proportion

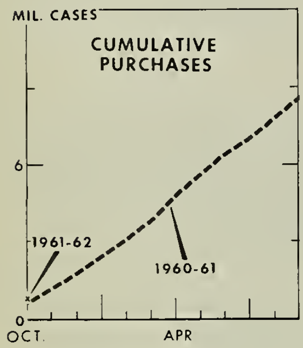


of families buying and the total volume of purchases were about the lowest recorded in this 13-year series.

Purchases of orange juice represented only 3.1 percent of all juices and canned fruit drinks bought for home use in October. The product had a 4.5 percent share a year earlier and a 4 percent share 2 years earlier.

Retail prices were up 6.1 cents from October 1960 to 43.6 cents per 46-ounce can. At this price, a 6-ounce serving of canned orange juice cost 5.7 cents as against 5 cents for frozen orange concentrate, and 7.5 cents for chilled orange juice. (See page 16.)

GRAPEFRUIT JUICE CLIMBS TO 4-YEAR OCTOBER HIGH

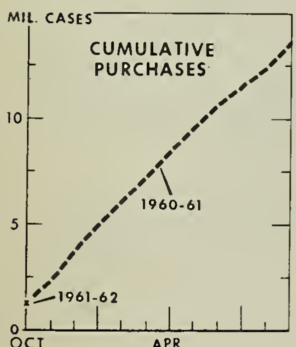


Purchases of canned grapefruit juice were up sharply in contrast to the decline in use of canned orange juice. Retail movement amounted to about 770,000 cases, 19 percent more than a year earlier and the heaviest October volume since 1957. The share of market was up to 4.3 percent from 3.6 percent in October 1960.

Most of the gain in purchases over a year earlier was attributed to a larger size of purchase per buying family.

Retail prices of grapefruit juice averaged 28.7 cents per 46-ounce can, or 3.7 cents per 6-ounce serving. In October 1960, prices averaged 30.1 cents per 46-ounce can. (See page 17.)

PINEAPPLE JUICE MOVEMENT UP A LITTLE

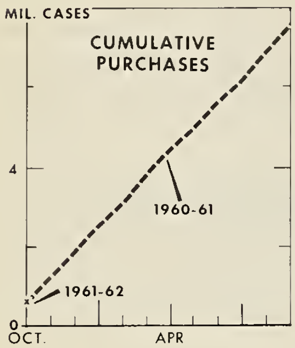


Retail purchases of pineapple juice at 1.3 million cases were about 3 percent greater than in October 1960. The share of market remained a little below 7 percent.

The gain in movement was associated with a larger purchase per buying family, which at 2.4 cans was the heaviest that has been reported. Part of that gain, however, was offset by a decrease in the proportion of families buying to 9 percent from 9.6 percent in the preceding October.

Retail prices averaged 27.6 cents, the same as a year earlier. This was 1 cent less than paid for canned grapefruit juice, and almost the same as paid for pineapple-grapefruit drink. (See page 18.)

PRUNE JUICE OFF SLIGHTLY

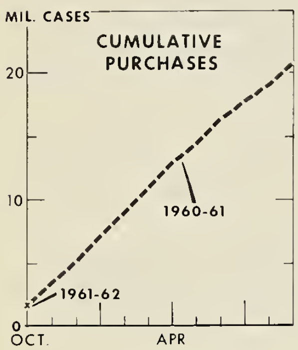


Purchases of prune juice declined slightly from a year earlier to about 630,000 cases. The average size of purchase at 2.4 quarts per buying family was larger than in October 1960. That gain, however, was more than offset by a decline of 0.8 percentage point in the proportion of families using the product.

The share of market at 3.5 percent remained about the same.

On the average, a quart bottle of prune juice cost consumers 43.5 cents in October. This was slightly more than paid a year earlier. (See page 19.)

TOMATO JUICE ALSO DOWN SLIGHTLY

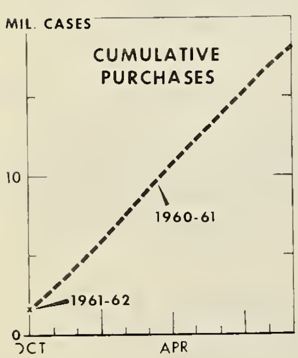


Retail movement of tomato juice at 1.8 million cases in October was slightly less than a year earlier. Consumption averaged 2.1 cans among the 14.8 percent of families using the product.

Purchases of tomato juice accounted for 10 percent of the total quantity of juices and fruit drinks bought for home consumption in October. This proportion was equal to the combined shares of canned orange juice, canned grapefruit juice, and canned orange drink.

At 27.1 cents per 46-ounce can, tomato juice was the least expensive product reported in October. Year-earlier prices averaged 27.8 cents. (See page 20.)

MISCELLANEOUS CANNED JUICES UP MODERATELY

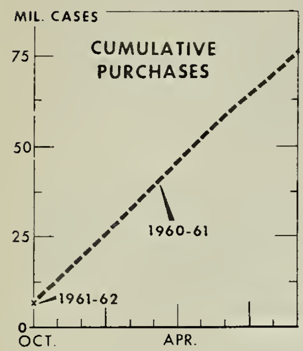


Household consumption of miscellaneous canned juices was up 6 percent or 80,000 cases from October 1960.

The average size of purchase at 1.6 cans per buying family was larger than a year earlier, but as for most canned juices, much of that gain was offset by a decline in the proportion of families buying.

Retail prices for these products averaged 36.9 cents per 46-ounce can. This was a little more than paid a year earlier. (See page 24.)

CANNED JUICES STEADY IN TOTAL



October purchases of canned single-strength juices totaled about the same as a year earlier. A substantial decline in consumption of canned orange juice together with slight decreases in tomato and prune juices were counterbalanced by a heavy increase in use of grapefruit juice and some gain in pineapple and miscellaneous juices.

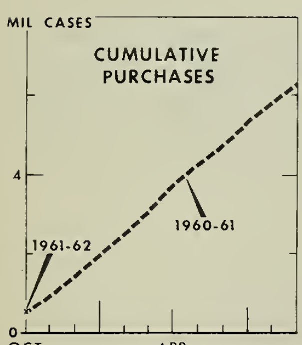
Purchases averaged 2.8 cans (46-ounce) among the 40.5 percent of families buying. Comparable data are not available for 1960.

Despite the growth in population, purchases of canned juices have declined 2 percent since October 1956. In contrast, use of frozen orange concentrate increased 14 percent, and consumption of this one product now exceeds that of canned juices in total.

Single-strength juices accounted for 36.2 percent of all juices and canned fruit drinks bought for home consumption in October. This represented a decline of 0.7 percentage point from October 1960 in share of market. (See page 25.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

ORANGE DRINK OFF SLIGHTLY



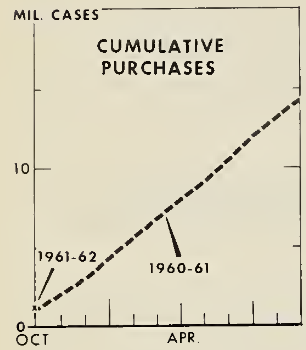
Household consumers bought about 460,000 cases of canned orange drink in October, almost as much as in the same month a year earlier.

Purchases averaged 2.4 cans per buying family, somewhat less than the average size of purchase in October 1960. The proportion of families buying held the same.

Retail prices were up 2 cents from preceding October, to 32 cents per 46-ounce can. Except for March and April 1961, this was the highest price reported in this 9-year series.

Orange drink purchases represented 2.5 percent of the total juice and drink movement in October, about the same proportion as a year earlier. (See page 21.)

PINEAPPLE-GRAPEFRUIT DRINK RISES TO NEW OCTOBER HIGH

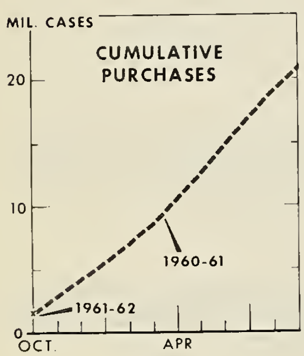


Household consumption of pineapple-grapefruit drink jumped 14 percent or 140,000 cases over a year earlier, and 70 percent over the 1956-59 October average to reach a new high of 1.2 million cases for the month. This one product accounted for 6.4 percent of total juice and drink purchases in October, compared with 5.7 percent a year earlier, and 5.1 percent 2 years earlier.

The proportion of families buying pineapple-grapefruit drink was up 0.7 percentage point to 7.9 percent, also a new high for the month. Purchases per buying family of 2.6 cans were about the same as a year earlier.

Retail prices were down 1 cent from October 1960 to 27.5 cents per 46-ounce can. Except for a few scattered occasions, this was the lowest price reported for pineapple-grapefruit drink in this 6-year series. (See page 22.)

MISCELLANEOUS CANNED DRINKS SOMEWHAT LOWER



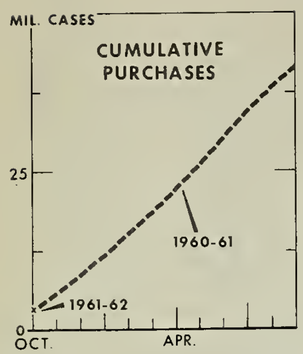
October consumption of miscellaneous canned fruit drinks at 1.5 million cases was somewhat smaller than in the corresponding month of 1960. Purchases represented 8.2 percent of total retail juice and drink movement, somewhat less than either a year or 2 years earlier.

The buying-family purchase of 2.4 cans, and the proportion of families buying at 10.9 percent were slightly smaller than in preceding October.

An average 46-ounce can of miscellaneous fruit drinks cost consumers 34 cents, slightly less than a year earlier. For more than a year, retail prices of these products have held within 1 cent of this price. (See page 24.)

CANNED FRUIT DRINKS UP 4 PERCENT IN TOTAL

Purchases of canned fruit drinks totaled 3.1 million cases, 4 percent more than in October 1960 and a fourth more than in October 1959 when these data were first reported. These products accounted for 17.2 percent of total household juice and drink purchases in October, compared with 16.7 percent a year earlier, and 15.7 percent 2 years earlier. Chilled orange juice, in comparison, also gained in share of market during this 2-year

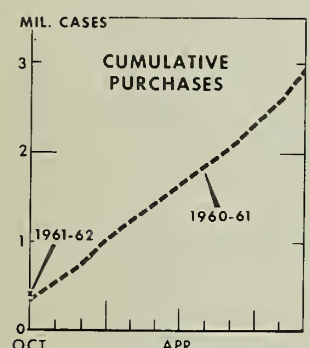


period, but the share held by frozen concentrates was down from a year earlier, and canned single-strength juices were down from both a year and 2 years earlier.

About 18.7 percent of the Nation's families bought canned fruit drinks in October, compared with 40.5 percent buying canned juices. The average size of purchase, 2.9 cans (46-ounce) per buying family, was about the same as for canned juices. Data on the proportion of families buying and on the average size of purchase of fruit drinks were not available for 1960-61. (See page 25.)

CANNED GRAPEFRUIT SECTIONS

GRAPEFRUIT SECTIONS CLIMB TO A 5-YEAR HIGH; PRICES DOWN



Retail movement of canned grapefruit sections increased 12 percent, 40,000 cases, over a year earlier to reach 360,000 cases. This was the heaviest movement reported for any month since October 1956.

Retail prices were down 0.9 cent from the preceding October to 19.8 cents per No. 303 can. Prices have not been lower since May 1958.

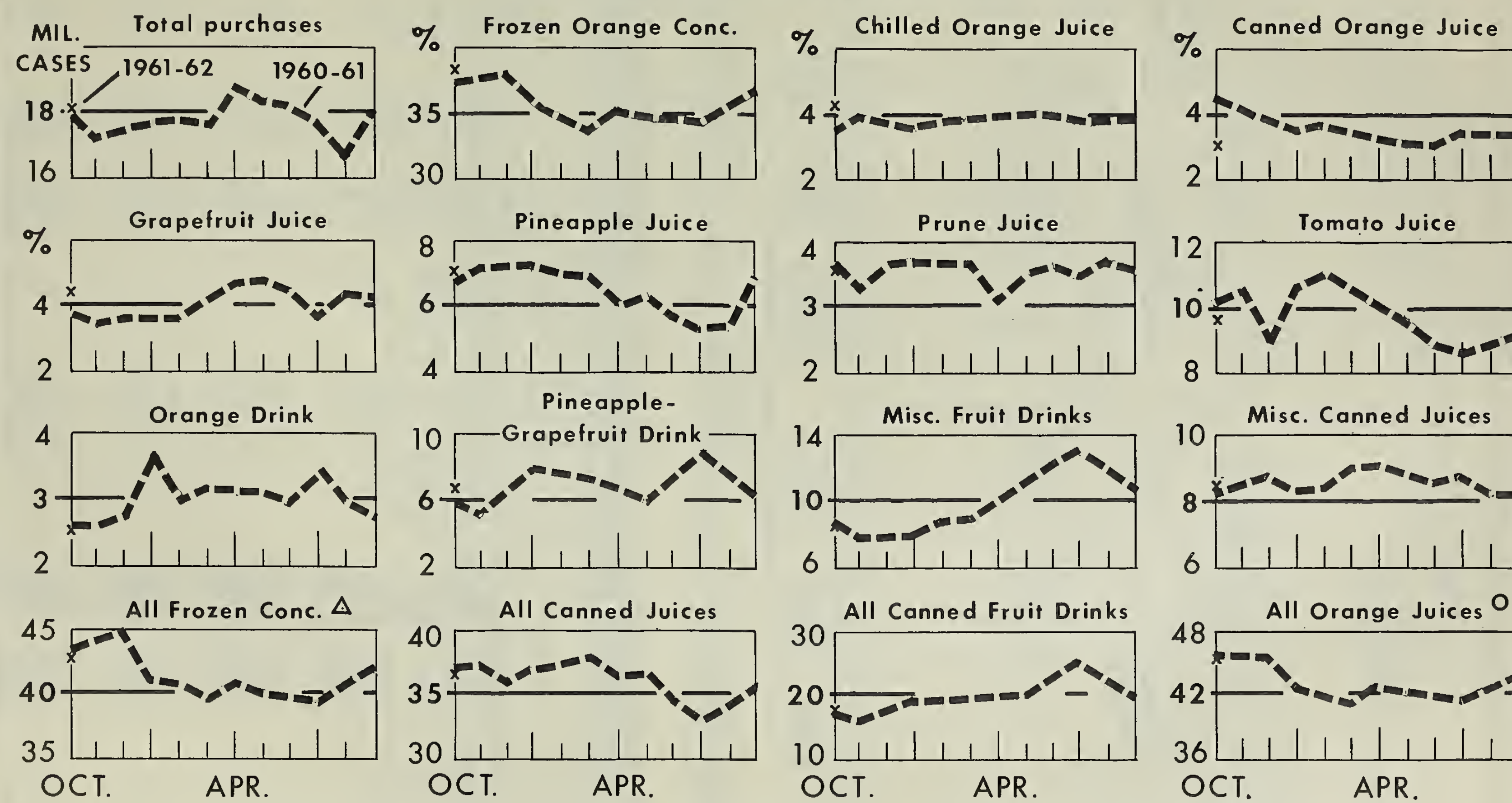
The gain in movement reflected an increase in the proportion of families buying to 5.3 percent, together with a gain in the average size of purchase to 3.8 cans per buying family. (See page 23.)

Table 1. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, October 1961-October 1960 1/

Commodity	Total purchases					Proportion of families buying		Purchases per buying family						Average price paid per can		
	Volume			Proportion of total				Number		Average size of purchase		Quantity per month				
	Oct. 1961	Oct. 1960	Change from 1960	Oct. 1961	Oct. 1960	Oct. 1961	Oct. 1960	Oct. 1961	Oct. 1960	Oct. 1961	Oct. 1960	Oct. 1961	Oct. 1960	Can size	Oct. 1961	Oct. 1960
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES:																
Orange	5,784	5,616	+3	38.0	37.3	29.8	29.1	2.0	2.1	22.9	22.1	46	46	6	19.9	18.8
Miscellaneous	686	841	-18	4.5	5.6	---	---	---	---	16.6	---	---	---	6	19.0	18.7
Total	6,470	6,457	0	42.5	42.9	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,521	2,112	+19	4.1	3.5	39.9	38.2	2.9	2.7	41.1	40.3	119	109	32	39.9	38.2
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/														
Orange	559	811	-31	3.1	4.5	5.1	7.3	1.6	1.7	53.5	54.1	88	92	46	43.6	37.5
Grapefruit	774	648	+19	4.3	3.6	5.7	5.5	1.5	1.5	72.8	64.6	108	97	46	28.7	30.1
Pineapple	1,251	1,214	+3	6.9	6.8	9.0	9.6	1.4	1.4	77.6	72.9	111	102	46	27.6	27.6
Prune	634	648	-2	3.5	3.6	6.5	7.3	1.9	1.8	41.3	40.2	78	72	32	43.5	43.3
Tomato	1,780	1,815	-2	9.9	10.2	14.8	15.2	1.5	1.6	64.8	61.3	97	98	46	27.1	27.8
Miscellaneous	1,542	1,458	+6	8.5	8.2	17.3	18.0	1.7	1.7	42.2	39.3	72	67	46	36.9	36.5
Total	6,540	6,594	-1	36.2	36.9	40.5	---	2.3	---	70.9	---	133	---	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	458	469	-2	2.5	2.6	3.3	3.3	1.4	1.5	76.6	77.7	110	117	46	32.0	30.0
Pineapple-grapefruit	1,156	1,012	+14	6.4	5.7	7.9	7.2	1.4	1.5	81.6	78.5	117	118	46	27.5	28.5
Miscellaneous	1,487	1,505	-1	8.2	8.4	10.9	11.2	1.7	1.8	63.1	62.6	109	113	46	34.0	34.2
Total	3,101	2,986	+4	17.2	16.7	18.7	---	1.9	---	70.9	---	133	---	---	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	18,055	17,859	+1	100.0	100.0	---	---	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	357	318	+12	---	---	5.3	5.1	1.4	1.5	43.0	37.9	60	57	4/16	19.8	20.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS



Δ INCLUDES MISC. FROZEN CONCENTRATE NOT SHOWN SEPARATELY. O CONCENTRATE, CHILLED AND CANNED.

Figure 1

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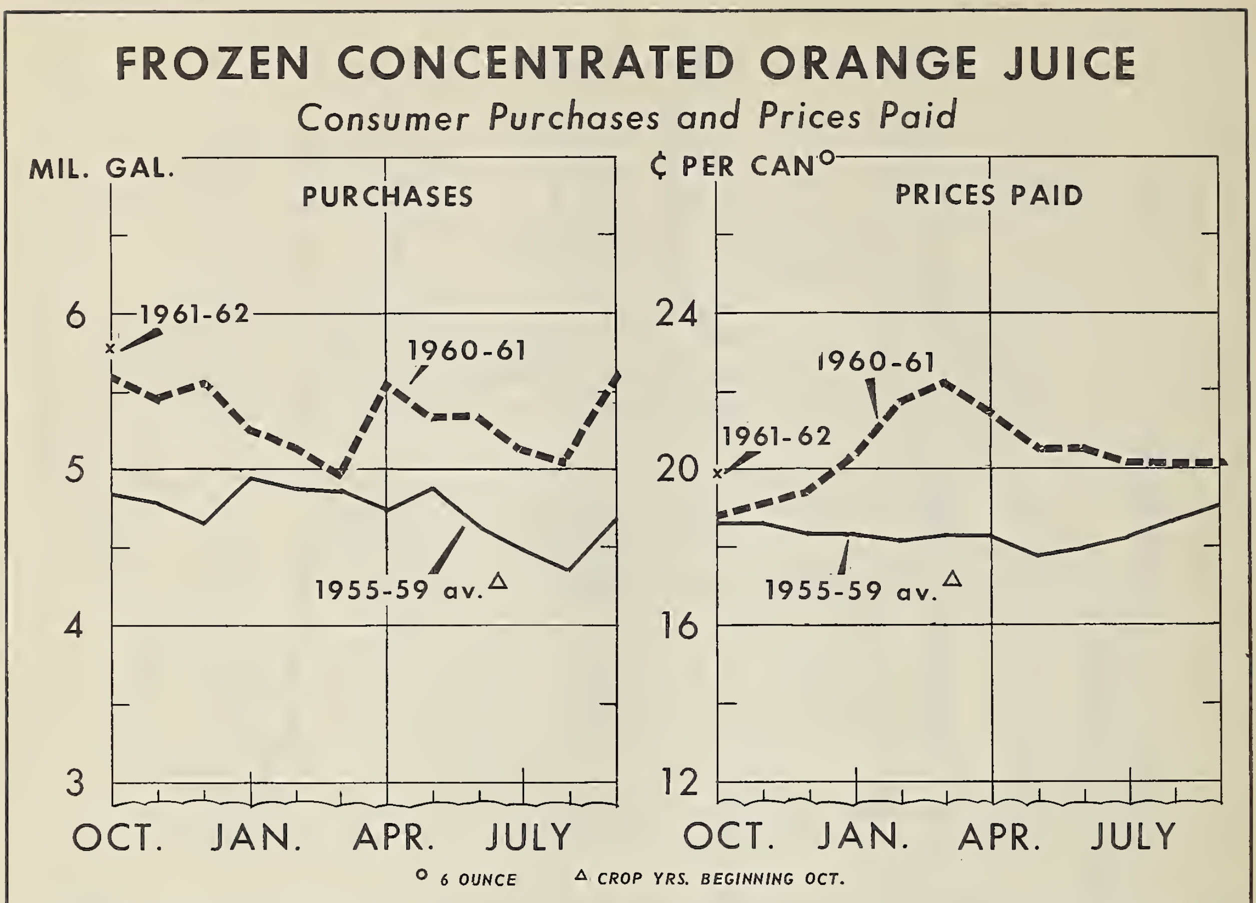


Figure 2

Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.		5,458	4,773		30.1		46		19.1	18.7
Dec.		5,552	4,656		30.1		45		19.4	18.3
Oct.-Dec.		16,626	14,266							
Jan.		5,257	4,942		30.2		41		20.3	18.3
Feb.		5,149	4,896		28.5		43		21.7	18.2
Mar.		4,966	4,868		28.1		43		22.1	18.3
Oct.-Mar.		31,998	28,972							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Oct.-Jun.		48,178	43,243							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

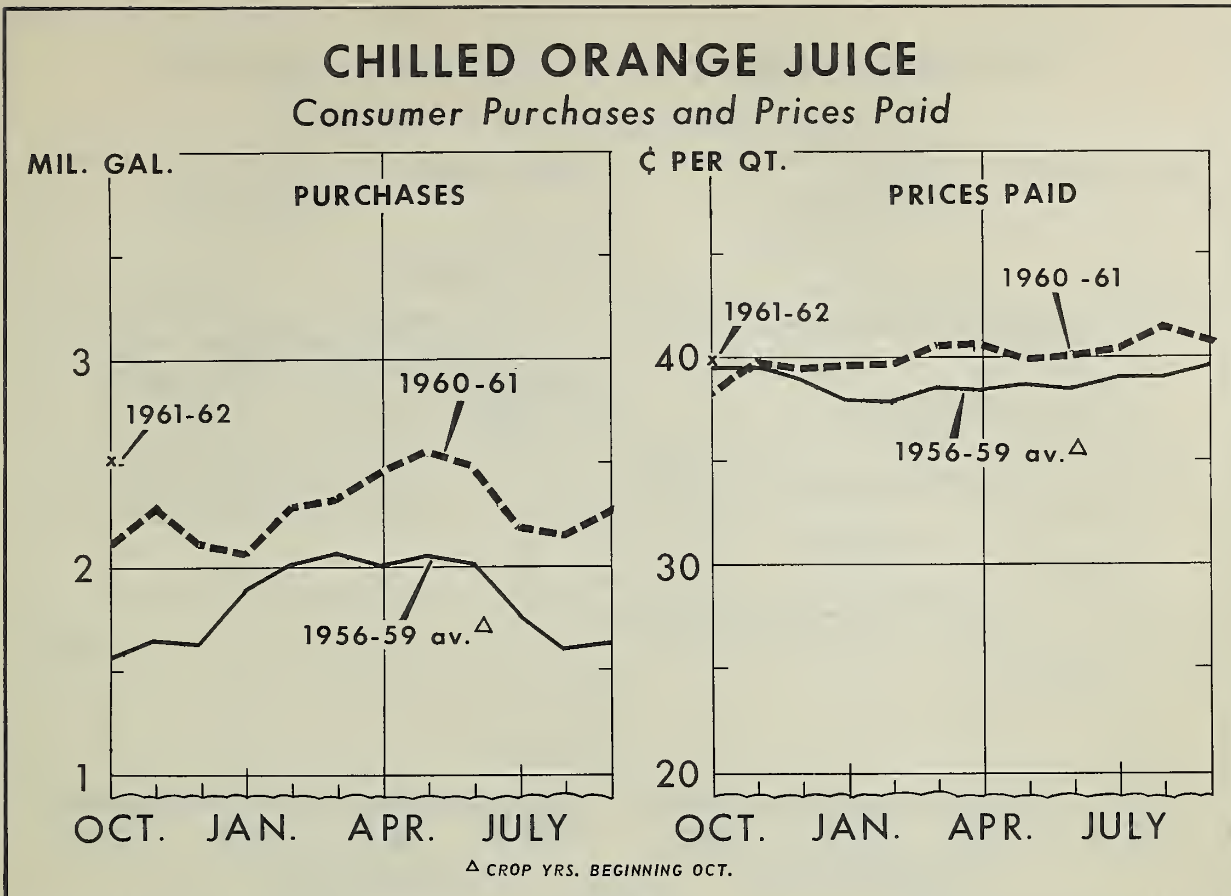


Figure 3

Table 3.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.		2,282	1,662		4.9		110		39.7	39.6
Dec.		2,122	1,651		4.6		112		39.4	38.9
Oct.-Dec.		6,516	4,878							
Jan.		2,070	1,899		4.7		104		39.6	38.0
Feb.		2,288	2,022		5.0		108		39.6	37.9
Mar.		2,332	2,071		4.9		114		40.6	38.6
Oct.-Mar.		13,206	10,870							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Oct.-Jun.		20,719	16,952							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

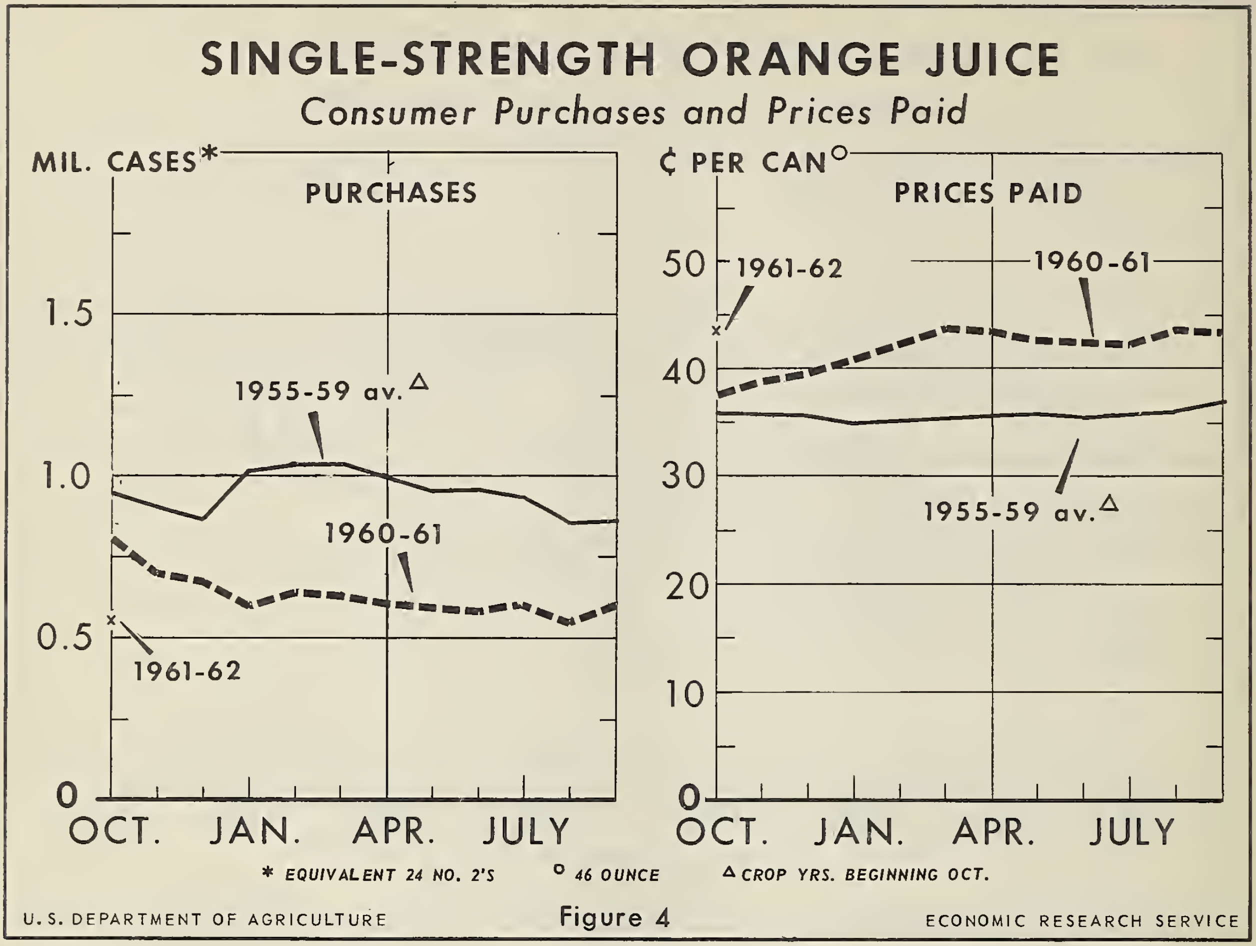


Figure 4

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.		714	908		6.5		88		38.8	35.7
Dec.		667	874		6.2		90		39.2	35.7
Oct.-Dec.		2,192	2,736							
Jan.		607	1,023		5.8		86		40.8	34.8
Feb.		645	1,043		5.9		89		42.0	35.1
Mar.		621	1,050		5.9		84		43.5	35.2
Oct.-Mar.		4,065	5,852							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Oct.-Jun.		5,830	8,763							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

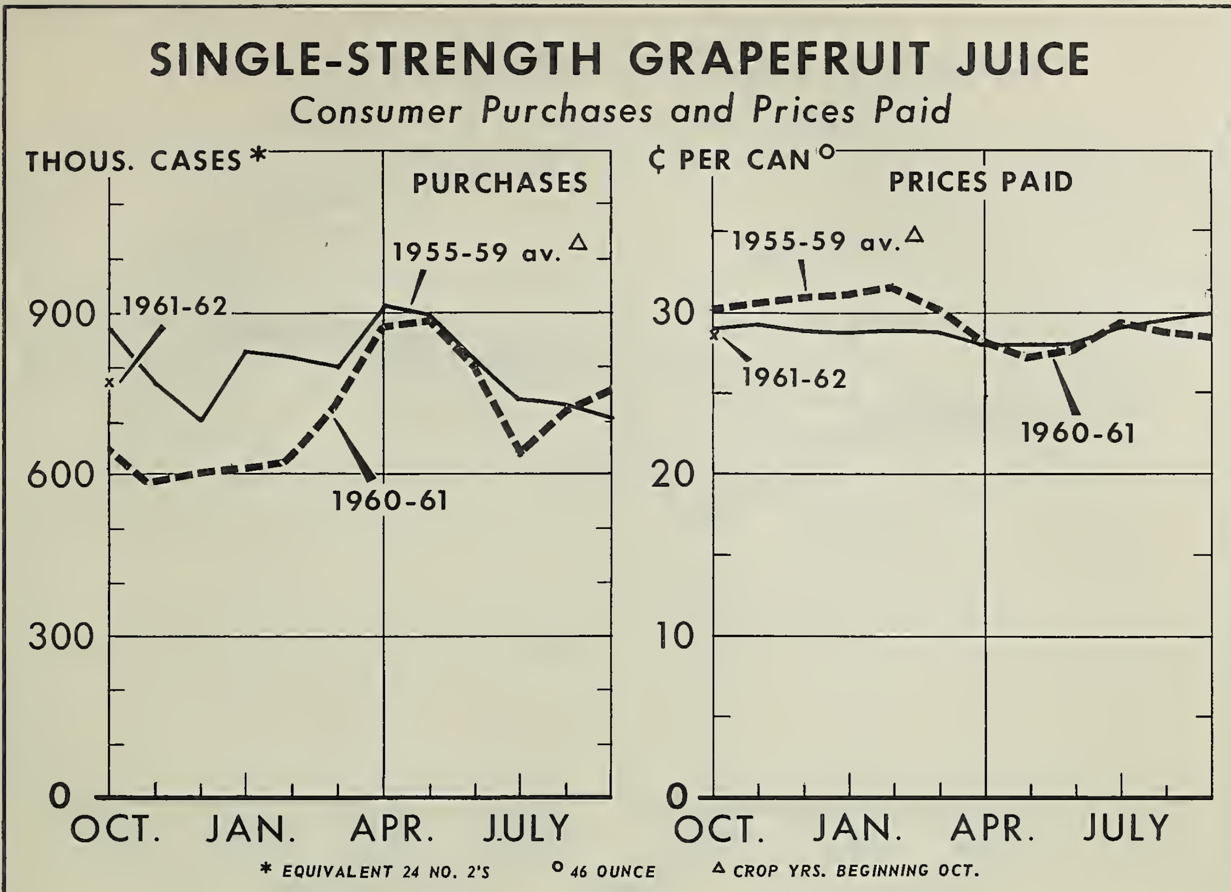


Figure 5

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.		583	771		5.0		94		30.5	29.4
Dec.		606	704		5.0		102		31.0	28.9
Oct.-Dec.		1,837	2,346							
Jan.		614	830		5.4		89		31.1	28.7
Feb.		619	819		5.2		96		31.6	28.8
Mar.		736	804		5.4		110		30.2	28.7
Oct.-Mar.		3,806	4,799							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Oct.-Jun.		6,358	7,426							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

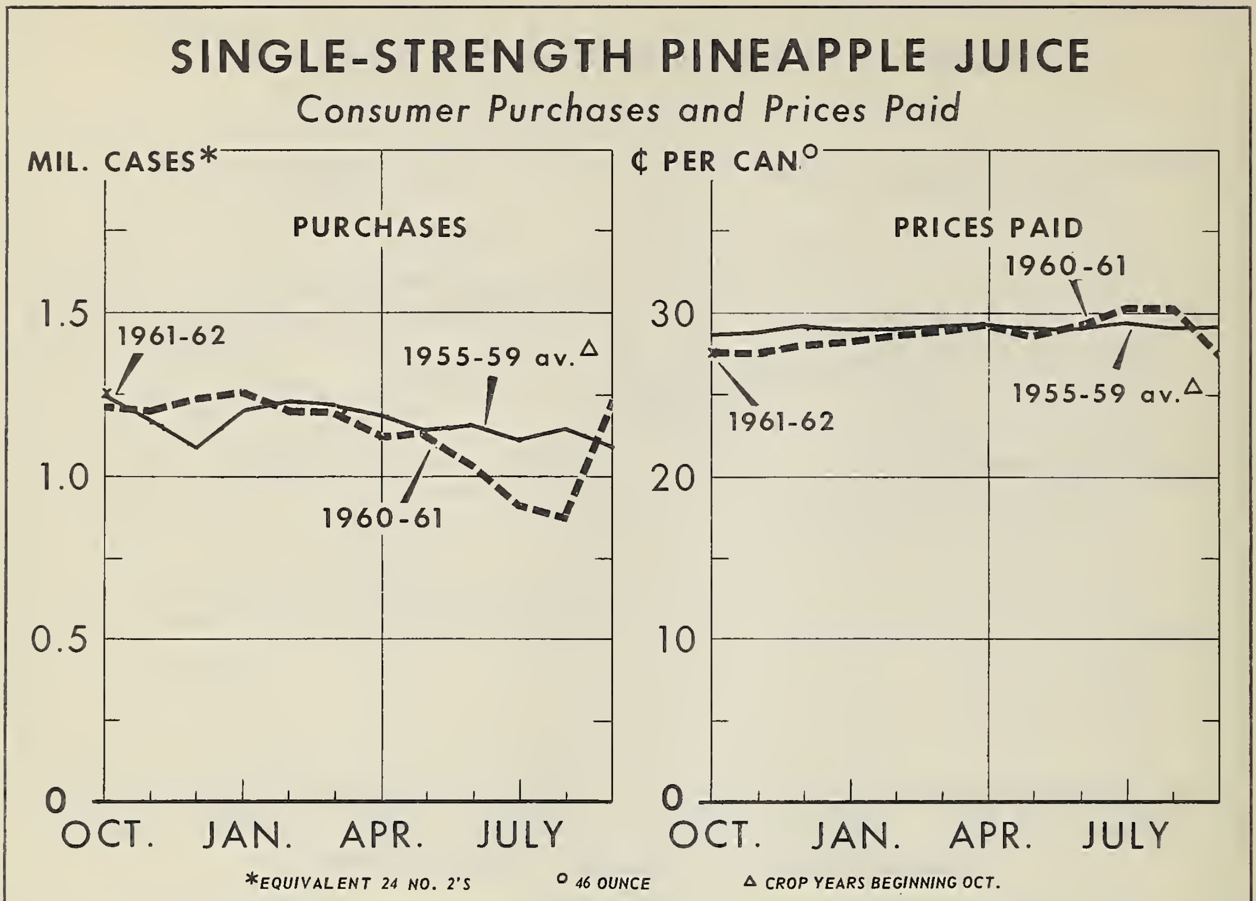
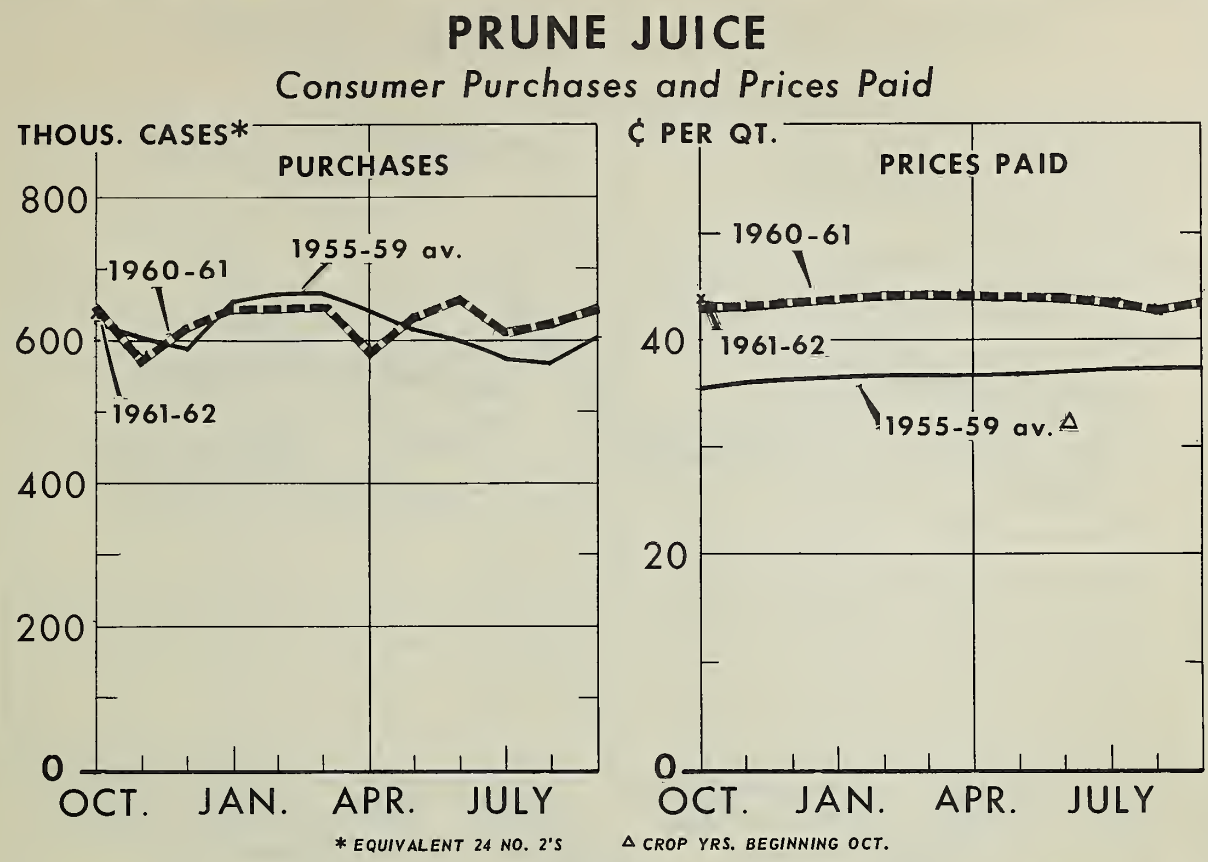


Figure 6

Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.		1,208	1,168		9.3		103		27.7	29.0
Dec.		1,232	1,087		9.6		106		28.0	29.4
Oct.-Dec.		3,654	3,500							
Jan.		1,255	1,205		10.7		99		28.3	29.2
Feb.		1,204	1,236		10.1		95		28.7	29.2
Mar.		1,188	1,218		10.0		98		29.0	29.3
Oct.-Mar.		7,301	7,159							
Apr.		1,112	1,182		9.8		92		29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Oct.-Jun.		10,595	10,645							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.



U.S. DEPARTMENT OF AGRICULTURE Figure 7 ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.		570	605		6.4		72		43.2	36.1
Dec.		620	590		6.4		78		43.5	36.2
Oct.-Dec.		1,838	1,824							
Jan.		643	655		6.9		78		43.9	36.4
Feb.		643	666		6.9		74		44.1	36.7
Mar.		648	665		7.2		73		44.1	36.8
Oct.-Mar.		3,772	3,810							
Apr.		584	640		6.4		74		44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Oct.-Jun.		5,644	5,668							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

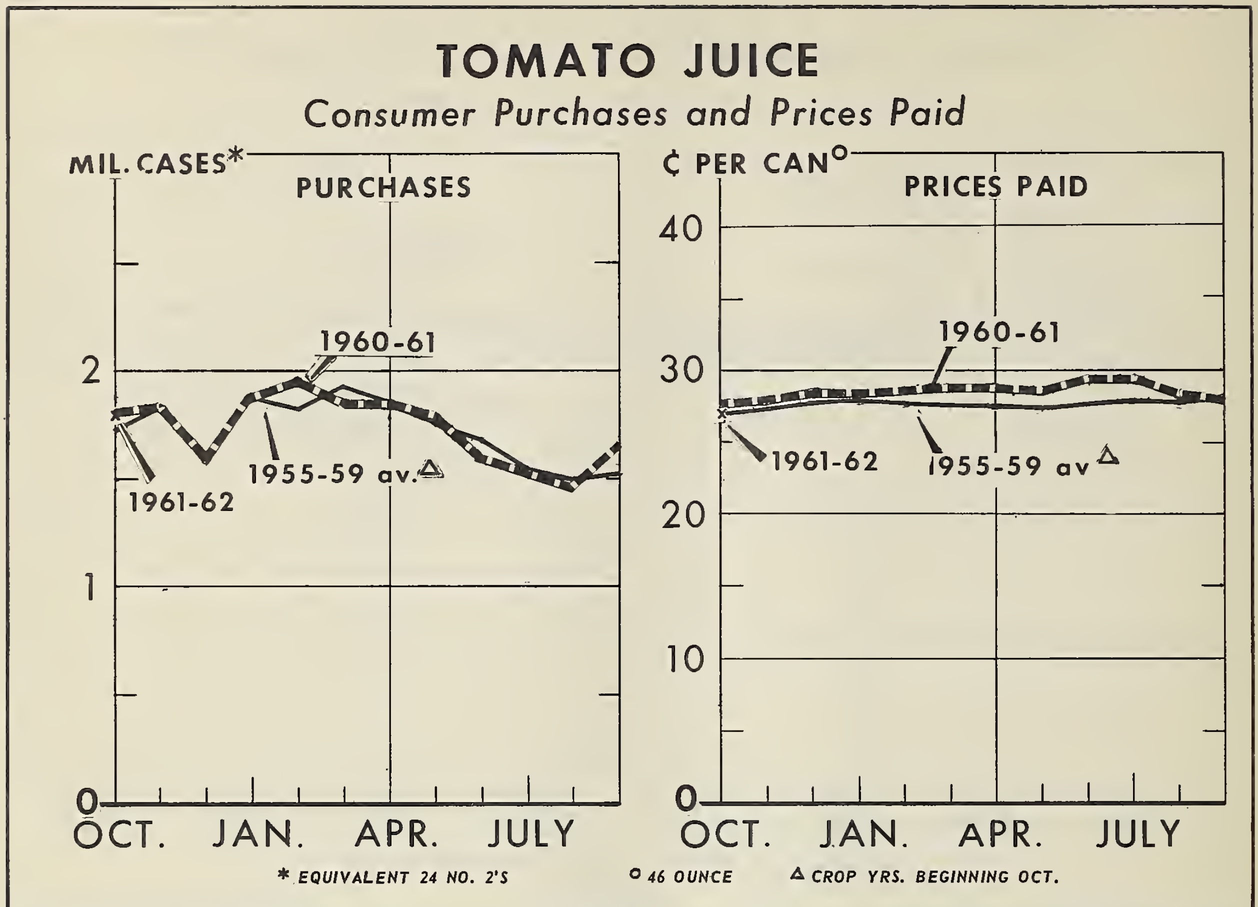


Figure 8

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.		1,829	1,835		15.9		89		27.9	27.2
Dec.		1,580	1,604		14.7		90		28.5	27.8
Oct.-Dec.		5,224	5,173							
Jan.		1,871	1,877		16.8		88		28.4	27.9
Feb.		1,958	1,819		16.7		96		28.7	27.8
Mar.		1,854	1,916		16.6		94		28.6	27.5
Oct.-Mar.		10,907	10,785							
Apr.		1,855	1,853		16.5		91		28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Oct.-Jun.		16,130	16,086							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

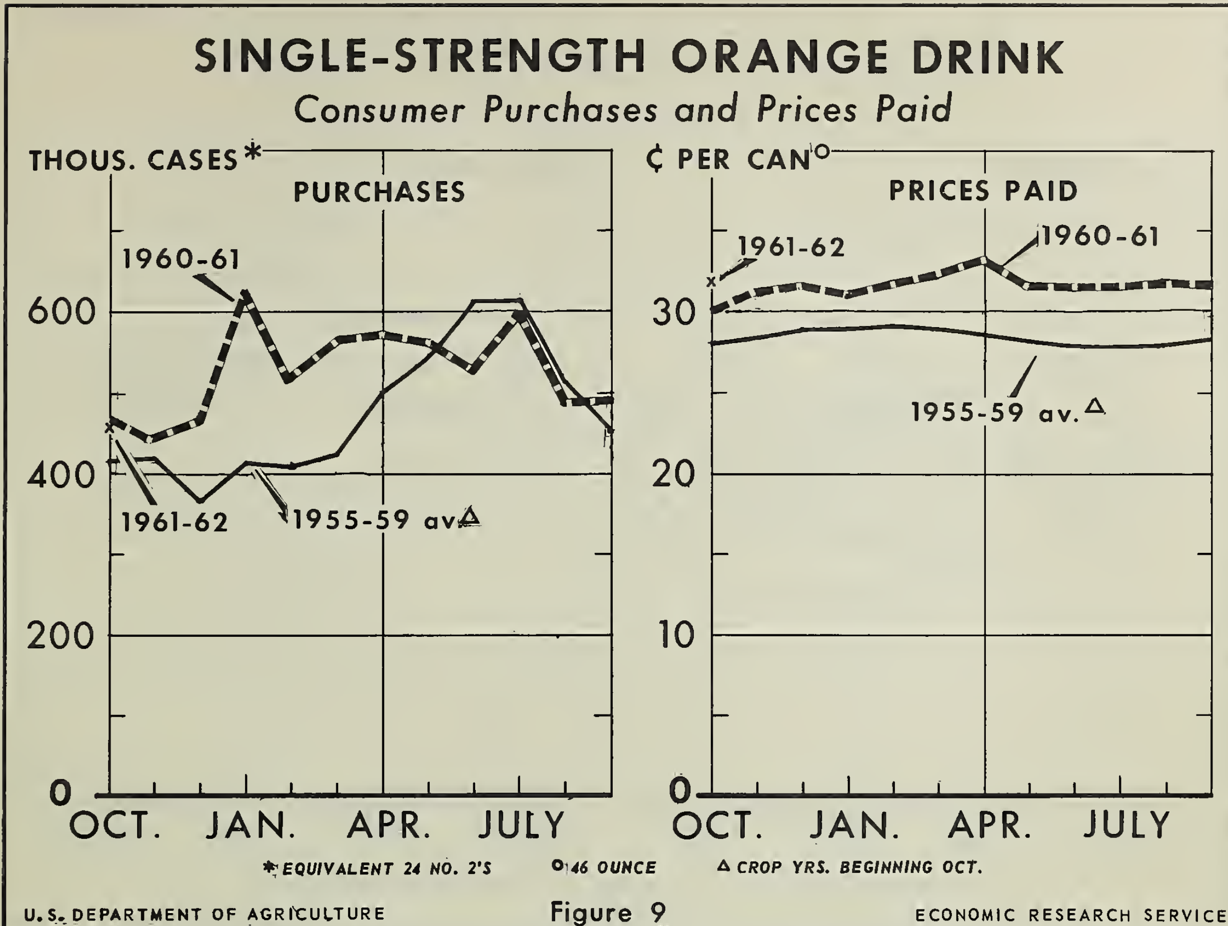


Figure 9

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.		444	418		3.1		110		31.3	28.5
Dec.		466	367		3.3		113		31.6	29.0
Oct.-Dec.		1,379	1,199							
Jan.		628	416		4.5		111		31.0	29.0
Feb.		514	409		3.7		111		31.7	29.4
Mar.		561	422		4.0		112		32.2	29.0
Oct.-Mar.		3,082	2,446							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Oct.-Jun.		4,748	4,103							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

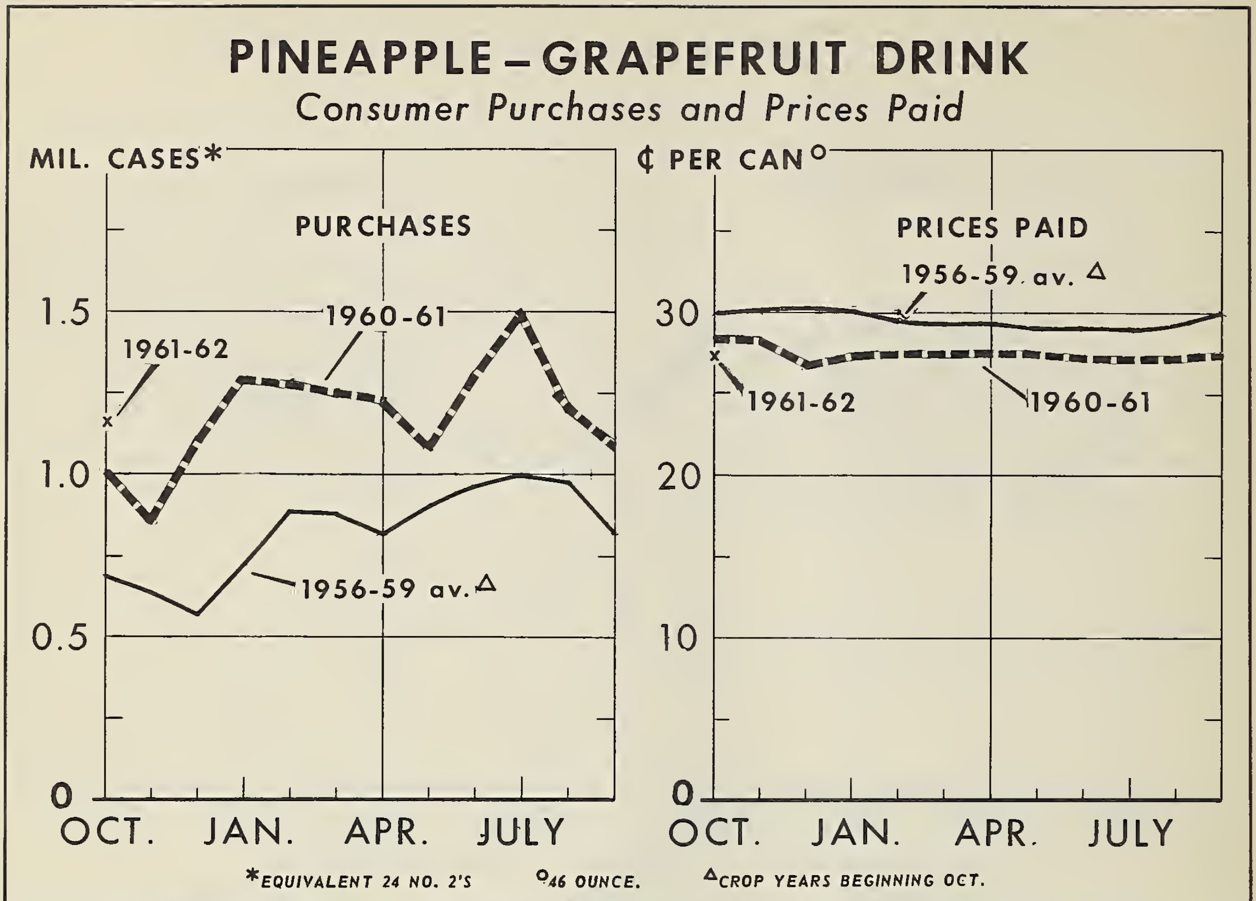


Figure 10

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.		855	644		6.8		105		28.4	30.2
Dec.		1,115	567		7.6		123		26.8	30.4
Oct.-Dec.		2,982	1,893							
Jan.		1,302	725		8.9		124		27.4	30.1
Feb.		1,274	895		8.8		117		27.5	29.4
Mar.		1,254	885		8.3		129		27.7	29.3
Oct.-Mar.		6,812	4,398							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Oct.-Jun.		10,418	7,107							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

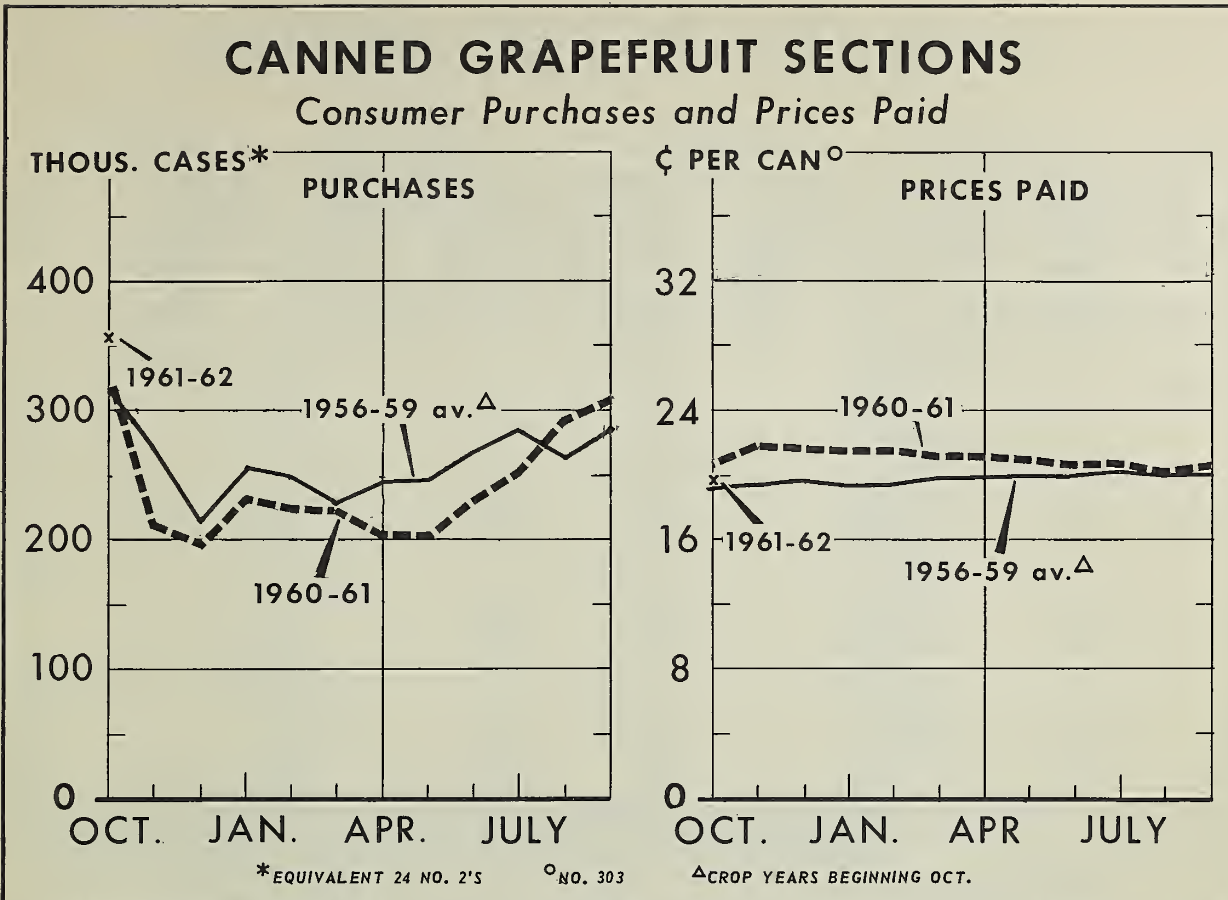


Figure 11

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.		212	274		3.7		51		21.7	19.4
Dec.		193	214		3.4		51		21.5	19.6
Oct.-Dec.		723	804							
Jan.		234	255		3.9		54		21.4	19.4
Feb.		226	248		3.9		52		21.4	19.4
Mar.		221	227		3.9		52		21.1	19.7
Oct.-Mar.		1,404	1,534							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Oct.-Jun.		2,047	2,288							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.		1,456		18.3		66		37.1
Dec.		1,510		18.2		66		37.1
Oct.-Dec.		4,424						
Jan.		1,462		18.6		64		37.9
Feb.		1,497		17.7		67		37.9
Mar.		1,569		19.0		66		37.9
Oct.-Mar.		8,952						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Oct.-Jun.		13,764						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.		1,307		10.1		109		34.5
Dec.		1,329		10.4		104		34.9
Oct.-Dec.		4,141						
Jan.		1,394		10.8		106		34.3
Feb.		1,530		11.4		109		34.1
Mar.		1,554		11.3		114		34.4
Oct.-Mar.		8,619						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Oct.-Jun.		14,632						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices: Total purchases		Juices: Proportion of families buying		Juices: Purchase per buying family		Fruit drinks: Total purchases		Fruit drinks: Proportion of families buying		Fruit drinks: Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.		6,360		NA		NA		2,606		NA		NA
Dec.		6,215		NA		NA		2,910		NA		NA
Oct.-Dec.		19,169						8,502				
Jan.		6,452		44.1		118		3,324		20.0		137
Feb.		6,566		43.4		125		3,318		20.1		137
Mar.		6,616		43.7		123		3,369		19.6		145
Oct.-Mar.		38,803						18,513				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Oct.-Jun.		58,321						29,798				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges: Frozen concentrate		Oranges: Canned single-strength juice		Oranges: Chilled juice 2/		Grapefruit: Canned single-strength juice		Grapefruit: Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.		3,668		417		395		432		148
Dec.		3,731		390		367		449		139
Oct.-Dec.		11,173		1,281		1,127		1,361		508
Jan.		3,654		350		358		449		163
Feb.		3,579		372		391		452		151
Mar.		3,451		358		399		538		148
Oct.-Mar.		21,857		2,361		2,275		2,800		970
Apr.		3,694		350		428		632		143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Oct.-Jun.		32,632		3,390		3,575		4,653		1,417
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/Based on yield of canned single-strength orange juice.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

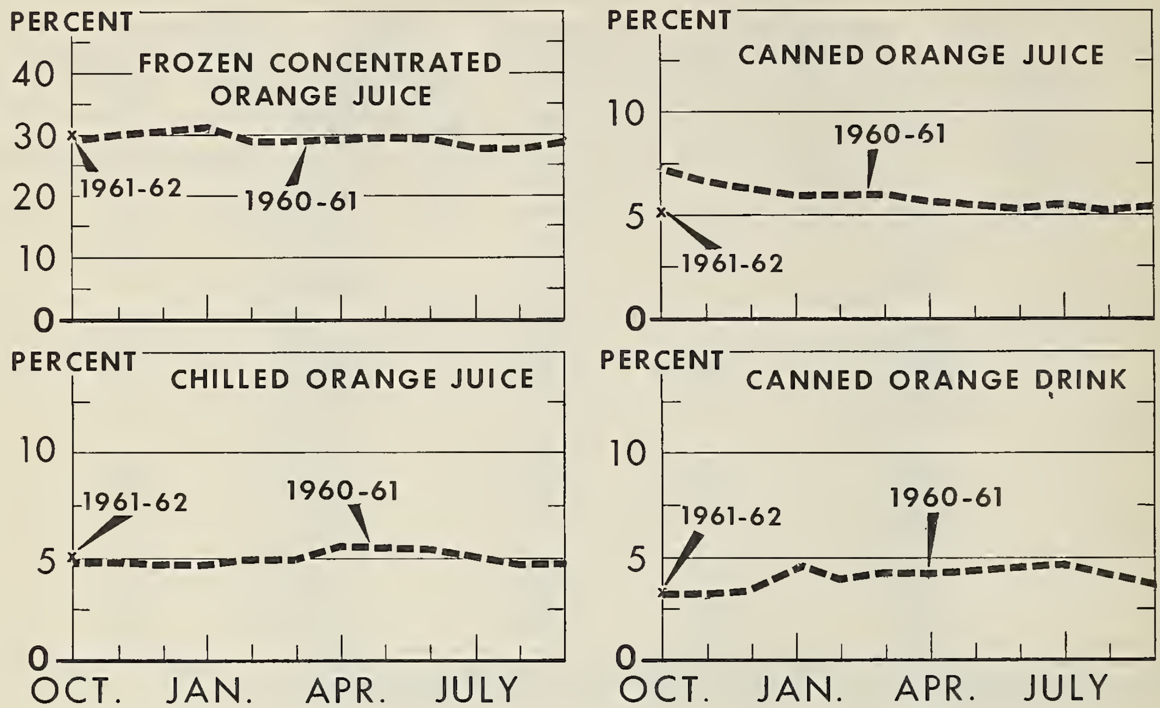


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Figure 12

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS

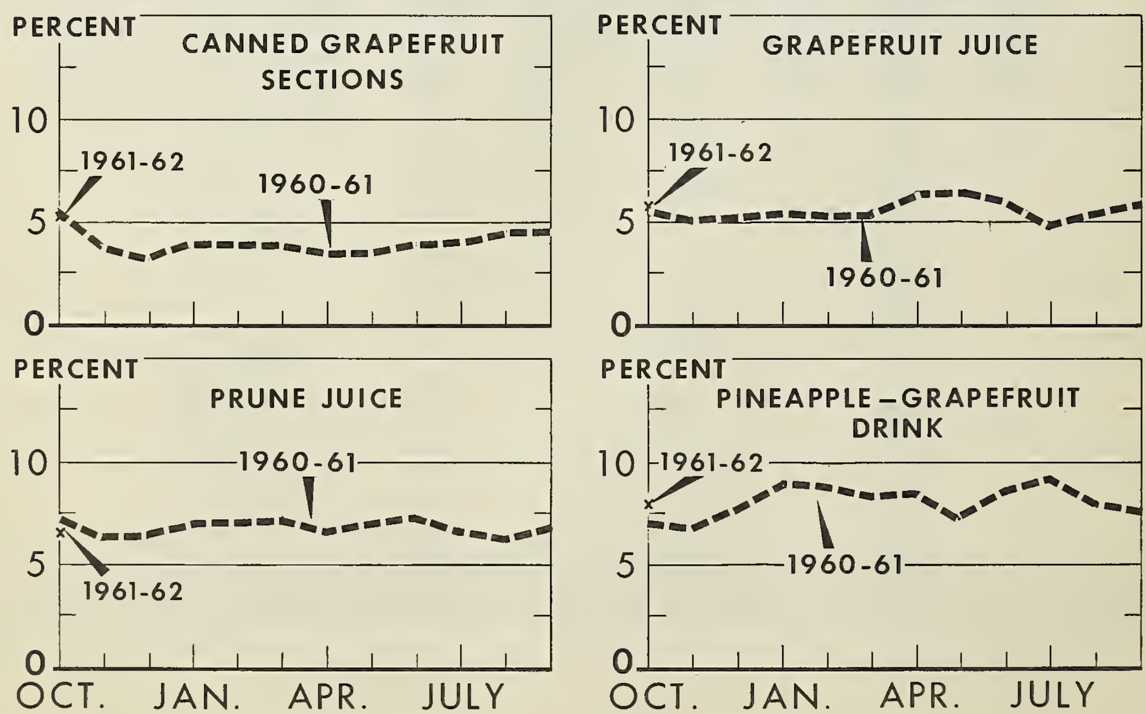

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Figure 13

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